

# #3 - TARGETED MIXED-USE DEVELOPMENT ZONES

## OVERVIEW OF STRATEGY

There are several distinct areas within the City of Greenville that offer an opportunity to redevelop vacant or underutilized land to help form higher density mixed-use centers. Focusing compact housing development in these areas fosters the creation of pedestrian oriented “villages.” These villages can create more sustainable development patterns and take advantage of direct access to transportation corridors. This also can help generate new urban “nodes” or activity centers that capture new and existing markets.

## OBJECTIVES

- Identify areas appropriate for clustered, mixed-use development (proposed areas are illustrated to the right);
- Identify short-term opportunities for transit oriented development (TOD) relative to the proposed Bus Rapid Transit Line (proposed areas are illustrated to the right);
- Create a “toolbox” designed specifically for transit oriented development;
- Be proactive in capturing short-term opportunities for rental housing;
- Redevelop and enhance underutilized property along key corridors to reinforce established neighborhoods.



## CORE COMPONENTS OF STRATEGY

### CREATE APPROPRIATE AREAS FOR HIGHER DENSITY DEVELOPMENT

Greenville is an appealing market to younger households and those who are most likely to rent. By focusing higher density development in certain areas, the City can create interesting, mixed-use centers, avoid the awkward juxtaposition of high density housing in low density neighborhoods, and help revitalize commercial corridors that have experienced an increase in vacant and under-utilized property.

### TRANSPORTATION / TRANSIT ORIENTED DEVELOPMENT

Strategically concentrating higher density housing on major transportation routes helps support and improve transit service, offers regional access to employment centers, and creates opportunities to accommodate multiple modes of transportation.

### CREATE PEDESTRIAN ORIENTED NEIGHBORHOOD SERVICES CENTERS

Increased residential densities on or adjacent to well traveled corridors and key intersections helps to create a market for small scale, independent business that would serve surrounding neighborhoods.

### ACCOMMODATE A VARIETY OF HOUSING TYPES

Development of large tracts of vacant or under-utilized land could provide opportunities to deliver housing that is difficult to develop at a smaller scale in existing neighborhoods. An example includes mid-market, single family housing, which is expensive to do incrementally, but cost-effective if built at scale. Also, empty nesters moving into Greenville from suburban areas for a more urban lifestyle are major market segments for these mixed-use centers.

## PROPOSED TARGETED DEVELOPMENT ZONES

### WADE HAMPTON AVENUE / STONE AVE

Growth as neighborhood services center supported by appropriate housing development on and adjacent to main corridors.

### PETE HOLLIS / RUTHERFORD / POINSETT HIGHWAY

Good potential “node” offering a transition between established and revitalizing neighborhoods, takes advantage of the convergence of two major corridors, and has proximity to a number of neighborhoods within both the City and County.

### PLEASANTBURG / LAURENS ROAD

A major intersection and activity center with a combination of active and underutilized commercial property that can be incorporated into a mixed-use, transit oriented village.

### HAYWOOD ROAD

Major commercial / retail center with tracts of vacant / underutilized land that can be used for a variety of uses, from housing to businesses, and adjacency to the proposed Bus Rapid Transit line.

### DOWNTOWN GREENVILLE

Ongoing residential and mixed-use development near Main Street, along with upper story conversions, to deliver highly desirable “urban” product and help Downtown businesses remain stable.

Activity in Downtown will be guided primarily by the Downtown Master Plan.

### AUGUSTA STREET / CHURCH STREET

(aka Haynie Strine)

Well positioned to take advantage of outward growth from Downtown / Main Street, with several short-term redevelopment opportunities.

### VERDAE

The largest undeveloped area of the City is ideal for the development of a variety of different neighborhoods and commercial centers with connectivity to future transit and proximity to key employment centers like CU-ICAR and The Millennium Campus. As a largely undeveloped area, Verdae offers a key opportunity for the City to capture housing types - particularly mid-priced single family homes - that have been built primarily outside of the City.

